

**Last Received:** 10/04/2012 1:12 PM

**Showing Buylines: All Lines**

Station	KSL-TV SALT LAKE CITY	Agency	( ) SMART MEDIA GROUP	Rep Firm	
Advertiser	( ) LOVE, MIA		814 KING ST, SUITE 400	Sales Office	( ) WASHINGTON
Product	LOVE/CD4/R		ALEXANDRIA, VA 22314	Salesperson	( ) JAMIE ANDRUS
Estimate#	928C03	Agency C/P1/P2/E	LOVE/ORDR/928C03		
Buyer	Patricia Dome	Flight Dates	09/28/2012 - 10/04/2012	Salesperson Phone#	202-872-1155
Phone#		Hiatus Weeks		Salesperson FAX#	

## --- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KAT2) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	TODAY	9A-10A	:30	09/28-09/28	0	\$100.00	0
Rating: 1.3								
2	M,TH	TODAY	9A-10A	:30	10/01-10/04	0	\$100.00	0
Rating: 1.3								
Buyline Comment: 1/DAY								
4	F	RACHAEL RAY	10A-11A	:30	09/28-09/28	0	\$55.00	0
Rating: 1.5								
5	W-TH	RACHAEL RAY	10A-11A	:30	10/03-10/04	2	\$55.00	2
Rating: 1.5								
Buyline Comment: 1/DAY								
7	F	STUDIO 5	11A-12P	:30	09/28-09/28	0	\$55.00	0
Rating: 1.1								
8	M,TH	STUDIO 5	11A-12P	:30	10/01-10/04	0	\$55.00	0
Rating: 1.1								
Buyline Comment: 1/DAY								
10	F	NEWS @ NOON	12P-1P	:30	09/28-09/28	0	\$100.00	0
Rating: 2.1								
11	W-TH	NEWS @ NOON	12P-1P	:30	10/03-10/04	1	\$100.00	1
Rating: 2.1								
Buyline Comment: 1/DAY								



Rep Order#	7908975	Ver#	9	Mod#	4	Status	Confirmed
EC'd	Yes						

Traffic Order# 25169

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3 of 6

**Showing Buylines: All Lines**

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) LOVE, MIA  
Product LOVE/CD4R  
Estimate# 928C03  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E LOVE/ORDR/928C03  
Flight Dates 09/28/2012 - 10/04/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAMIE ANDRUS  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
---	----	-----	----	----	-----	-----	-----	-----
29	M,TH	TODAY	7A-8A	:30	10/01-10/04	0	\$250.00	0
Rating: 2.7								
Buyline Comment: 1/DAY								
32	F	TODAY	8A-9A	:30	09/28-09/28	0	\$110.00	0
Rating: 2.0								
33	M-W	TODAY	8A-9A	:30	10/01-10/03	3	\$110.00	3
Rating: 2.0								
Buyline Comment: 1/DAY								
36	SU	TODAY	7A-8A	:30	09/30-09/30	0	\$20.00	0
Rating: 1.5								
37	SU	MEET THE PRESS	8A-9A	:30	09/30-09/30	0	\$100.00	0
Rating: 2.2								
38	F	NEWS @ 5P	5P-530P	:30	09/28-09/28	0	\$210.00	0
Rating: 3.6								
39	M-TU,TH	NEWS @ 5P	5P-530P	:30	10/01-10/04	3	\$210.00	3
Rating: 3.6								
Buyline Comment: 1/DAY								
42	F	NEWS @ 6P	6P-630P	:30	09/28-09/28	0	\$170.00	0
Rating: 4.2								
43	M,W-TH	NEWS @ 6P	6P-630P	:30	10/01-10/04	2	\$170.00	2
Rating: 4.2								
Buyline Comment: 1/DAY								
45	M-TU	KSL 5 NWS-6:30	630P-7P	:30	10/01-10/02	2	\$125.00	2
Rating: 3.7								
Buyline Comment: 1/DAY								

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Salesperson ( )  
Salesperson Phone# 202-872-1155  
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---	----	-----	----	----	-----	-----	-----	-----
46	W	KSL 5 NWS-6:30	630P-7P	:30	10/03-10/03	1	\$125.00	1
Rating: 3.7								
47	TH	KSL 5 NWS-6:30	630P-7P	:30	10/04-10/04	1	\$125.00	1
Rating: 3.7								
48	SA	6PM NEWS	6P-630P	:30	09/29-09/29	1	\$100.00	1
Rating: 3.6								
49	SU	NEWS	4P-430P	:30	09/30-09/30	0	\$50.00	0
Rating: 1.6								
50	F	TONIGHT SHOW	1035P-1135P	:30	09/28-09/28	0	\$100.00	0
Rating: 4.2								
51	SA	SPORTSBREAST	1035P-1105P	:30	09/29-09/29	0	\$110.00	0
Rating: 2.8								
52	F	10 P NEWS	10P-1035P	:30	09/28-09/28	0	\$950.00	0
Rating: 7.3								
53	M	10 P NEWS	10P-1035P	:30	10/01-10/01	0	\$950.00	0
Rating: 7.3								
54	W	10 P NEWS	10P-1035P	:30	10/03-10/03	1	\$950.00	1
Rating: 7.3								
55	SA	10 P NEWS	10P-1035P	:30	09/29-09/29	0	\$550.00	0
Rating: 5.6								
56	SU	NEWS	10P-1035P	:30	09/30-09/30	0	\$900.00	0
Rating: 7.3								

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Advertiser (    ) LOVE, MIA    814 KING ST, SUITE 400    Sales Office (    ) JAMIE ANDRUS

Product LOVE/CD4/R    ALEXANDRIA, VA 22314    Salesperson (    )

Estimate# 928C03    Agency C/P1/P2/E LOVE/ORDR/928C03    Salesperson Phone# 202-872-1155

Buyer Patricia Dome    Flight Dates 09/28/2012 - 10/04/2012    Salesperson FAX#

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57	SA	GAME NIGHT LIVE	630P-7P	:30	09/29-09/29	0	\$30.00	0
Rating: 2.9								
58	M	THE VOICE	7P-9P	:30	10/01-10/01	0	\$900.00	0
Rating: 7.2								
59	F	DATELINE	9P-10P	:30	09/28-09/28	0	\$450.00	0
Rating: 5.2								
60	TU-TH	TONIGHT SHOW	1035P-1135P	:30	10/02-10/04	3	\$100.00	3
Rating: 4.2    Buyline Comment: 1/DAY								
61	TU	RECIPE ROCKS	830P-9P	:30	10/02-10/02	1	\$200.00	1
Rating: 4.2    Buyline Comment: 1/DAY								
62	TU	RECIPE ROCKS	830P-9P	:30	10/02-10/02	1	\$200.00	1
63	TU-TH	NEWS	5A-6A	:30	10/02-10/04	4	\$10.00	4
64	W	DEBATE	658P-9P	:30	10/03-10/03	0	\$685.00	0
65	TH	ROCK CENTER	9P-10P	:30	10/04-10/04	1	\$400.00	1
66	TU-TH	DR PHIL	3P-4P	:30	10/02-10/04	3	\$175.00	3
67	TU-TH	TODAY	9A-10A	:30	10/02-10/04	4	\$275.00	4
68	TU-TH	6A NEWS	6A-7A	:30	10/02-10/04	1	\$475.00	1
69	TU-TH	8A NEWS	8A-9A	:30	10/02-10/04	1	\$700.00	1
70	TU-TH	NEWS	5P-530P	:30	10/02-10/04	1	\$775.00	1

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71	TH	LATE NEWS	10P-1035P	:30	10/04-10/04	1	\$1,470.00	1

---REPORT TOTALS---

Report Totals: 44 / \$9,735.00

---SALES MONTHLY TOTALS---

Sep 12: 1 / \$100.00  
Sales Totals: 44 / \$9,735.00  
Station Totals: 44 / \$9,735.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$48,675	CABL 0%	KJZZ 0%	KSL 20%	KSTU 0%	KTVX 0%
	KUCW 0%	KUTV 0%	NSL 0%	UNKN 80%	

Books null

Demos RA35+